



# nunwood

Insight · Analytics · Activation

**Agency of  
the Year**

*Mi Awards  
2010*

**Agency of  
the Year**

*Drum Awards  
2009 & 2008*

**Technology  
Innovation**

*EXPLOR Awards  
2009*

**Agency of  
the Year**

*Marketing  
2007, 2005 & 2004*

**Best  
Agency**

*Research / MRS  
2008 & 2004*

[www.nunwood.com](http://www.nunwood.com)

# Innovation & New Product Simulation



**Over \$1000 billion per annum is spent on product R&D, with 8 in 10 consumer goods ultimately failing. We help ensure maximum return on spend and minimal risk of failure.**

- ⦿ We support as much – or as little – as your business demands: either at key innovation stage-gates or helping to co-manage the whole process.
- ⦿ Our early stage ideation is creative and inclusive: traditional qualitative techniques give way to collaborative exercises between colleagues and customers.
- ⦿ Latter stage quantitative stages aim to link preference to performance: sophisticated modelling allows ROI forecasts and product performance forecasting.
- ⦿ We share knowledge dynamically, using simulation tools and social networks to progress business cases, rather than simply debriefing findings.

“Nunwood has allowed us to develop and plan more profitable consumer propositions to take to market, whilst giving us foresight on likely operational demand. Nunwood effortlessly combined consulting and analytical expertise to help us plan for a quantifiable return for our mobile business in India, rather than just providing ‘research’ or ‘insight!’”

**Jamie Heywood,**  
CEO, Virgin Mobile



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